

ABSTRACT

A system and method for providing advertisements to a wireless remote display terminal. The terminal may display Internet web sites and other data while a viewer is also watching a television channel or performing other tasks. For example, a home entertainment center can include a television and an additional remote display terminal. Viewers can access information related to the television program on the remote display terminal. When the remote display terminal is turned on, a personalized advertisement is displayed to the viewer during the initialization process. The advertisement revenues can help offset the cost of the remote terminal to the viewer. The advertisements can be targeted to particular users by matching the advertisements to personal information obtained by surveys, past viewing and Internet history or third party sources such as magazine subscriptions.

09736009-131300